



University of
NORTH ALABAMA
FOUNDATION

**MINUTES
DEVELOPMENT COMMITTEE
UNA FOUNDATION**

Friday, March 15, 2019; 10:00 a.m. – 11:30 a.m.

The Guillot University Center – University Events Conference Room

Present: Chair Brad Botes, Vice Chair Chester McKinney, Uhland Redd, Nancy Sanford and Jason Thomas

Absent: Larry Bowser, Jim Page and Tom Ross

Others Present: Laura Hamner

Staff Liaison: Barbie Terry

The meeting was called to order at 10:00 a.m. A welcome was extended by Brad Botes, Chair. Chair Botes presented the minutes from the November 16, 2018 meeting to the committee. They were amended to say that Vice Chair Chester McKinney has agreed to explore alumni groups to encourage giving rather than agreed to engage alumni groups to encourage giving. The minutes were approved as amended. Chair Botes then turned the meeting over to Ms. Laura Hamner for an update on Derby.

Ms. Hamner presented the Derby update which included sponsor updates focusing on the Foundation Board specifically. Ms. Hamner also gave an update on live auction items which have been confirmed and two that are still in the works with Mr. Will Trapp. Chair Botes stressed the importance of the Foundation Board helping to bring key players to Derby to bid on live auction items. Ms. Hamner agreed to have the live auction items listed on the website and other promotional sites by March 22. The discussion of individuals to invite brought us back to the fact that we do not have the data Chair Botes had hoped for to help cultivate past Greek members. We do, however, have data from Target Analytics.

Ms. Barbie Terry gave an update on Target Analytics data, which will help the development team identify key prospects to solicit for major gifts. There was discussion around using this data for cultivation including invitations to events such as Derby. There was a brief discussion around using this data for nominations to ensure the Foundation Board is comprised of members who are capable of making major gifts. This is important to development committee because they are responsible for peer to peer encouragement for solicitations.

Ms. Terry shared the fiscal year giving update on Foundation Board members. Following Jason McNeal's visit in November, we focused on the development committee helping to ensure Foundation Board members are giving. There was discussion around making sure the development staff is involved. For example, if someone gives to the McKinney Center, Member McKinney's match would apply to his giving. The information shared was limited with only member names and a yes/no column for fiscal

year giving. The committee agrees that there could be a better more systematic approach for reporting this data to be more effective.

The meeting adjourned at 11:30 a.m.